

Centre for Information Policy Leadership and Telefónica Senior Roundtable Discussion

REFRAMING DATA TRANSPARENCY

Hunton & Williams LLP
30 St Mary Axe
London EC3A 8EP

Thursday, 30 June 2016 | 13:30-16:30
(Lunch served from 13:00)

ROUNDTABLE AGENDA

13:00 **Registration and Lunch**

13:30 **Opening Remarks**

- ❖ Bojana Bellamy, President, Centre for Information Policy Leadership
- ❖ Ian Small, Chief Data Officer, Telefónica

13:45 **Discussion Provocateurs**

Industry and regulators stakeholders sharing views, best practice and experience.

- ❖ Stephen Deadman, Deputy Global Privacy Officer, Facebook
- ❖ Jarmo Eskelinen, Chief Innovation and Technology Officer, Future Cities Catapult Urban Innovation
- ❖ Jacob Kohnstamm, Chairman, Dutch Data Protection Authority
- ❖ Nikolaos Laoutaris, Senior Researcher, Telefonica Research
- ❖ Mikko Niva, Chief Privacy Officer, Vodafone
- ❖ Julia Porter, Director of Consumer Revenue, Guardian and Chair, Direct Marketing Association
- ❖ David Skelton, Public Policy Manager, Google
- ❖ Wojciech Wiewiórowski, Assistant European Data Protection Supervisor
- ❖ Steve Wood, Head of Policy Delivery, UK Information Commissioners Office

14:45 **Coffee Break**

15:00 **Roundtable Discussion (detailed topics on page 2.)**

- ❖ Legal transparency vs. user centric transparency
- ❖ The drivers and benefits of transparency for businesses, individuals and society
- ❖ The challenges to and ways of delivering user centric transparency in a digital and connected world
- ❖ Common components of emerging best practice in transparency
- ❖ Role of industry and regulators in incentivising and shaping best practice

16:20 **Wrap Up and Concluding Remarks**

ROUNDTABLE TOPICS

❖ **Transparency deficit and legal transparency vs. user centric transparency**

- *Is there a transparency deficit and asymmetry in modern information age? What are the negative effects of the transparency deficit?*
- *Limitations of legal transparency (privacy notices and policies) in achieving true transparency. Should legal transparency be separated from user centric to truly achieve its aims?*
- *Transposing transparency into a business enabling and beneficial tool will require a new approach.*
- *Transparency as an element of enhanced accountability and corporate digital responsibility (CDR). It will require business to move beyond the legal requirements to understand the individuals needs and any concerns and address the effects of transparency deficit. User centric transparency will require input from behavioral economists, social scientists, psychologists to assist businesses thinking in this new paradigm and deliver this intangible yet critical consumer, business and societal benefit.*

❖ **The drivers and benefits of transparency**

- *Why is transparency good for business, consumers and society at large? Any pitfalls and limitations?*
- *Transparency will require the “value exchange” between users, consumers and businesses to be revealed an open manner. Businesses will be called upon to educate their users not only understand the value exchange but feel it is a fair bargain.*
- *What are the benefits to industry and the user when the value exchange is open?*

❖ **The challenges of delivering user centric transparency in a connected world**

- *How do businesses educate users and deliver transparency in a world of Big Data, Internet of Things, machine learning and AI, and where technology is embedded in everything that we, and users are interconnected via apps, devices and services ?*
- *How can transparency keep pace with the technology that drives our digital economies and societies?*
- *What metric if any can be used to assess transparency?*

❖ **Components of emerging best practice**

- *What are the emerging best practices in delivering user centric transparency?*
- *What should best practice look like and what are the common or minimum elements of a new approach to transparency?*
- *Are the certifications, seals or industry codes of conduct helpful in establishing the framework for new transparency?*
- *Can best practice be future proofed?*

❖ **Role of industry and regulators in incentivising and shaping best practice**

- *The benefit of new transparency for regulators?*
- *How will businesses and regulators work together to create a common understanding of what user centric transparency looks like?*
- *How can regulators incentivise good behavior and innovation in new transparency?*
- *What is the role, if any, of regulators and the EU Commission in setting the standards for new transparency, icons, etc. or should this be left to industry to develop bottom up?*
- *Will transparency be measured against legal principles, business conduct or a combination of both?*

ROUNDTABLE PARTICIPANTS

Vivienne Artz	Citi
Nina Barakzai	Sky
Bojana Bellamy	Centre for Information Policy Leadership
Emma Butler	RELX Group
Nathan Coffey	JPMorgan Chase
Sinead Connolly	Centre for Information Policy Leadership
Tim Cooper	Accenture
Paul Copping	Digital Greenwich
Stephen Deadman	Facebook
Belinda Doshi	Pearson Group
Jarmo Eskelinen	Future Cities Catapult
John Foster	Telefónica
Stefano Fratta	Telefónica
Jana Gary	Telefónica
Fedelma Good	Barclays
Krishna Gummadi	Max Planck Institute
Adrienne Harrington	Department of the Taoiseach, Ireland
Alex Hazell	Acxiom Corporation
Shirin Huber	UPS
Kara Iselin	The Net-A-Porter Group
Jacob Kohnstamm	Dutch Data Protection Authority
Nikolaos Laoutaris	Telefónica
Caroline Louveaux	MasterCard
Rosie McGlynn	Energy UK
Jed Mole	Acxiom Corporation
Rachel Mulligan	eBay
Kirsten Mycroft	Lloyds Banking
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The LEGO Group
Guardtime
Procter & Gamble
Guardian News & Media
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